



**WLWT**  
1700 Young Street  
Cincinnati, OH 45202  
(513)412-5000

www.wlwt.com

# CONTRACT

<u>Contract / Revision</u>		<u>Alt Order #</u>
966514 /		06390958
<u>Product</u>		
<b>AMERICAN CROSSROADS</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/30/12 - 11/05/12	1274	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
American Crossroads - Issue	10/23/12 / 10/23/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WLWT	Mica Hansen	HRP - Washington
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	11	27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
N 1	WLWT	11/02/12	11/02/12	11-1135p M-Su	11-1135p		:30			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----1--				1	\$2,000.00			
N 2	WLWT	11/02/12	11/02/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----1--				1	\$700.00			
N 3	WLWT	11/02/12	11/02/12	430-5a News	430-5a		:30			NM	1	\$100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----1--				1	\$100.00			
N 4	WLWT	11/02/12	11/02/12	5-530p M-F news	5-530p		:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----1--				1	\$1,100.00			
N 5	WLWT	11/02/12	11/02/12	530-6p M-F news	530-6p		:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----1--				1	\$1,100.00			
N 6	WLWT	11/02/12	11/02/12	6-630p M-F news	6-630p		:30			NM	1	\$1,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----1--				1	\$1,800.00			
N 7	WLWT	11/05/12	11/05/12	11-1135p M-Su	11-1135p		:30			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$2,000.00			
N 8	WLWT	11/05/12	11/05/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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966514	/	06390958
Product	Estimate #	
AMERICAN CROSSRO	1274	
Original Date / Revision		
Is	10/23/12 / 10/23/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week:										
		Start Date	End Date	Weekdays				Spots/Week	Rate			
		Week: 11/05/12	11/11/12	1-----				1	\$700.00			
N 9	WLWT	11/05/12	11/05/12	430-5a News	430-5a		:30			NM	1	\$100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$100.00			
N 10	WLWT	11/05/12	11/05/12	5-530p M-F news	5-530p		:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$1,100.00			
N 11	WLWT	11/05/12	11/05/12	530-6p M-F news	530-6p		:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$1,100.00			
N 12	WLWT	11/05/12	11/05/12	6-630p M-F news	6-630p		:30			NM	1	\$1,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$1,800.00			
N 13	WLWT	11/03/12	11/03/12	Sa-su7-8a news	Sa/su7-8a		:30			NM	1	\$1,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----1-				1	\$1,200.00			
N 14	WLWT	11/01/12	11/01/12	11-1135p M-Su	11-1135p		:30			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---1---				1	\$2,000.00			
N 15	WLWT	11/01/12	11/01/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---1---				1	\$700.00			
N 16	WLWT	11/01/12	11/01/12	430-5a News	430-5a		:30			NM	1	\$100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---1---				1	\$100.00			
N 17	WLWT	11/01/12	11/01/12	5-530p M-F news	5-530p		:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---1---				1	\$1,100.00			
N 18	WLWT	11/01/12	11/01/12	530-6p M-F news	530-6p		:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---1---				1	\$1,100.00			
N 19	WLWT	11/01/12	11/01/12	6-630p M-F news	6-630p		:30			NM	1	\$1,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---1---				1	\$1,800.00			
N 20	WLWT	10/30/12	10/30/12	11-1135p M-Su	11-1135p		:30			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---1---				1	\$2,000.00			

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10/30/12 - 11/05/12	AMERICAN CROSSROADS	1274
Advertiser		Original Date / Revision
American Crossroads - Is		10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$2,000.00			
N 21	WLWT	10/30/12	10/30/12	JUDGE JUDY EF			:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$700.00			
N 22	WLWT	10/30/12	10/30/12	430-5a News			:30			NM	1	\$100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$100.00			
N 23	WLWT	10/30/12	10/30/12	5-530p M-F news			:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$1,100.00			
N 24	WLWT	10/30/12	10/30/12	530-6p M-F news			:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$1,100.00			
N 25	WLWT	10/30/12	10/30/12	6-630p M-F news			:30			NM	1	\$1,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$1,800.00			
N 26	WLWT	10/31/12	10/31/12	11-1135p M-Su			:30			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--1----				1	\$2,000.00			
N 27	WLWT	10/31/12	10/31/12	JUDGE JUDY EF			:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--1----				1	\$700.00			
N 28	WLWT	10/31/12	10/31/12	430-5a News			:30			NM	1	\$100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--1----				1	\$100.00			
N 29	WLWT	10/31/12	10/31/12	5-530p M-F news			:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--1----				1	\$1,100.00			
N 30	WLWT	10/31/12	10/31/12	530-6p M-F news			:30			NM	1	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--1----				1	\$1,100.00			
N 31	WLWT	10/31/12	10/31/12	6-630p M-F news			:30			NM	1	\$1,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--1----				1	\$1,800.00			
<b>Totals</b>											31	\$35,200.00

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Advertiser		Original Date / Revision
American Crossroads - Is		10/23/12 / 10/23/12

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	31	\$35,200.00	\$29,920.00
<b>Totals</b>	<b>31</b>	<b>\$35,200.00</b>	<b>\$29,920.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

6/11/12  
Date

Stephen May  
Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title